

Message Text

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INFO OCT-01 ARA-06 ISO-00 EB-07 SIG-01 USIA-06 L-03

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P 250147Z SEP 76

FM SECSTATE WASHDC

TO AMEMBASSY LIMA PRIORITY

INFO AMEMBASSY BOGOTA PRIORITY

AMEMBASSY BUENOS AIRES PRIORITY

AMEMBASSY CARACAS PRIORITY

AMEMBASSY LA PAZ PRIORITY

AMEMBASSY QUITO PRIORITY

AMEMBASSY SANTIAGO PRIORITY

AMEMBASSY BRASILIA PRIORITY

AMCONSUL RIO DE JANEIRO PRIORITY

AMCONSUL SAO PAULO PRIORITY

C O N F I D E N T I A L STATE 238142

E.O. 11652: GDS

TAGS: BEXP, BTEL, PE

SUBJECT: COLOR TV SYSTEM FOR PERU

REF: LIMITED OFFICIAL USE LIMA 8388, USIA CIRCULAR 26938;

B. LIMA 7792 (NOTAL)

1. US ELECTRONIC INDUSTRY ASSN., EIA, AND DIBA HAVE BEEN
DISCUSSING THE POSSIBILITY OF A U.S. COLOR TV DEMONSTRATION
IN LIMA TO COUNTER GERMAN PAL-M EFFORTS. EIA IS NEGATIVE TO
WARDS FOREIGN DEMONSTRATIONS AS PAL-M RECEIVERS BEING MADE
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PROFITABLY IN BRAZIL BY U.S. COMPANIES. COMPANIES FEEL THEY

CAN ESTABLISH PRODUCTION IN PERU AND OTHER SOUTH AMERICAN COUNTRIES SHOULD PAL-M BE ADOPTED. IN ADDITION, PAL-M TRANSMITTERS AND STUDIO EQUIPMENT ARE BEING MARKETED IN BRAZIL AND ARE MARKETABLE THROUGHOUT SOUTH AMERICA. FURTHER EIA POINTS OUT THAT 1965-7;1970 DEMONSTRATIONS IN BRAZIL, ARGENTINA AND VENEZUELA FAILED BECAUSE OF POLITICAL AND ECONOMIC CONSIDERATIONS. FURTHER THE 1972 EIA/DIBA CARACAS DEMONSTRATION ALTHOUGH A TECHNICAL SUCCESS THE U.S. EFFORT CAME TO NAUGHT AT THAT TIME BECAUSE THE POLITICIANS OF THE PARTY THAT WON THE 1973 ELECTION DECIDED TO DEFER THE SELECTION OF ANY AVAILABLE COLOR T.V. SYSTEM ON ECONOMIC GROUNDS.

2. F.Y.I., THIS 1972 U.S. DEMONSTRATION INVOLVED SOME 23 INSTALLATIONS IN THE MOUNTAINOUS AREA OF CARACAS, A LARGE RECEPTION AT THE TAMANACO HOTEL AND THE DISTRIBUTION AND THE COST OF ABOUT 35 COLOR T.VS TO INFLUENTIAL VENEZUELAN OFFICIALS AND ENTITIES. COSTS, TO THE U.S. WERE ESTIMATED AT 120,000 DOLLARS.

3. EIA HAS MADE A TENTATIVE OFFER TO HOST A U.S. VISIT BY POLITICAL DECISION MAKERS, IF IN YOUR OPINION, SUCH A VISIT WOULD BE INFLUENTIAL TOWARD U.S. INTERESTS. F.Y.I., THIS OFFER COULD BE EXTENDED TO BUENOS AIRES, BOGOTA, CARACAS, LA PAZ, QUITO AND SANTIAGO IF JUSTIFIED BY THE VARIOUS POSTS, AS A MEANS WHEREBY THE SELECTION OF THE U.S. SYSTEM COULD BE ACHIEVABLE. HOWEVER, THE USUAL ATTENDANCE OF ENGINEERS IS DISCOURAGED BY EIA. EIA STRESSES THAT ATTENDEES MUST BE AT THE POLITICAL POLICY LEVEL WHO WILL HAVE A MAJOR INFLUENCE UPON THE COLOR T.V. DECISION.

4. T.Z. CORLESS, OF DIBA, ROOM 1001, WHO ARRANGED AND CO-ORDINATED THE 1972 CARACAS DEMONSTRATION WILL BE PRESENTING THE LIMA REQUEST TO THE EIA CONSUMER ELECTRONIC GROUP BOARD OF GOVERNORS ON SEPTEMBER 28, 1976. PLEASE ADVISE HIM SOONEST, OF YOUR REACTION TO THE ABOVE AS WELL AS ANY OTHER CONSIDERATIONS YOU MAY HAVE. KISSINGER

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